

Research Perspectives on Healthy Communities

Healthy Communities by Design for All Ages

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Overview

- What is the problem/problems?
- What has changed in the last several decades?
- What is known about the relationship between environment and behavior?
- What research challenges exist?
- What can we learn by studying environment and behavior?
- How can this knowledge improve lives?

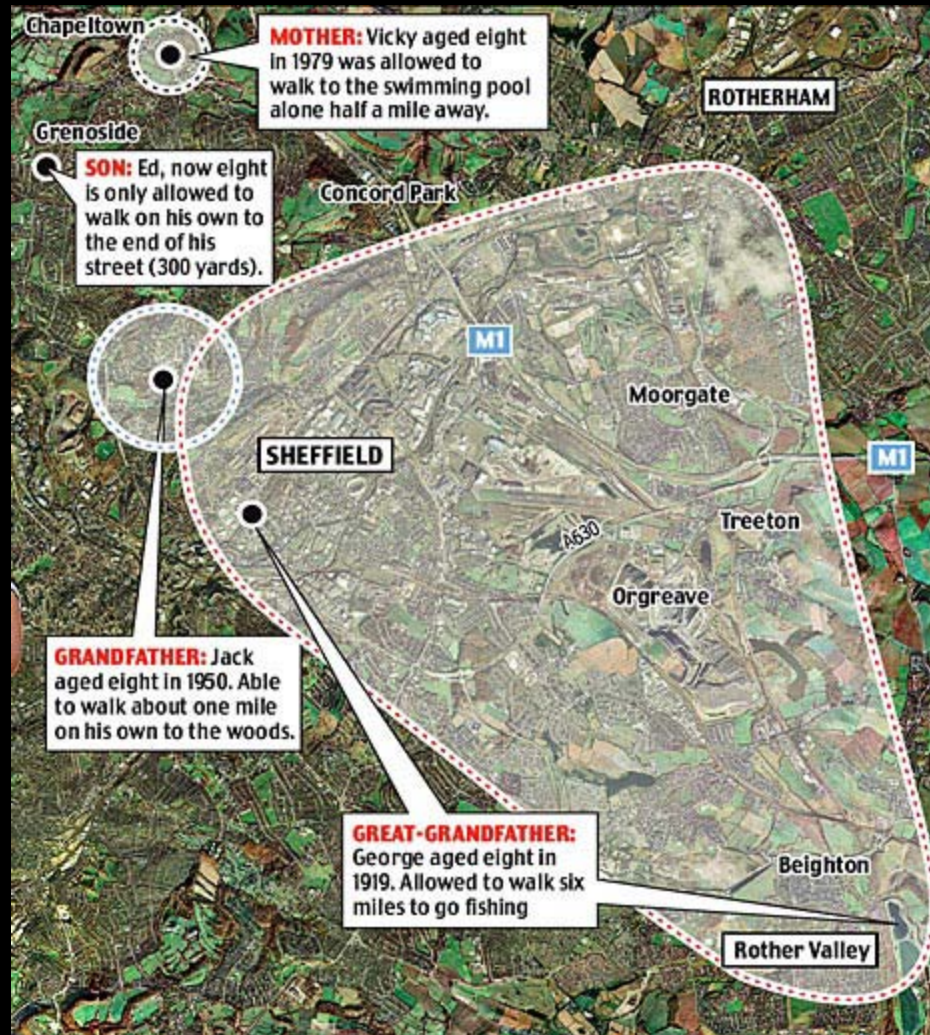
What is the problem/problems?

- “Recent” past (last 30-40 years)
- Weight gain
- Increase in chronic diseases
- Less social interaction
- Behaviors have changed

What has changed in the last several decades?

- Physical activity
 - Decrease in daily lives
 - Smaller spatial realm
 - Transportation “efficiencies”
 - Desk jobs
- Diets
 - Portion sizes
 - Preparations
 - Shopping/eating habits

Decreased physical activity realm



Modern conveniences



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lobbes

Modern conveniences



Ford
TOURING CAR

The Ford Touring Car is even better than before—and it is lower in price than ever.

The one-man top and slanting windshield add to its appearance—the improved seats make it more comfortable, while the many improvements in chassis construction make it a car of even greater merit.

Let us show you this car and explain the many improvements which make it the best Ford Touring Car ever built and the greatest value ever offered.

You should act quickly. The shortage of Ford Cars may mean disappointment in delivery if you wait too long.

A small down payment—convenient easy terms, or a still easier way to buy is through the new

Ford Weekly Purchase Plan



A worldwide crisis?

INTERNATIONAL

Herald Tribune

Business with Reuters

ihf.com

Business

Culture

Sports

Opinion

AMERICAS

EUROPE

ASIA/PACIFIC

AFRICA/MIDDLE EAST

TECH/MEDIA

STYLE

HEALTH

TRAVEL

PROPERTIES

BLOGS

DISCUSSIONS

SPECIAL REPORTS

AUDIONEWWS

Increase in China auto output, sales topped 20 percent last year, industry report says

The Associated Press

Published: January 13, 2008

BEIJING: Chinese automobile production and sales climbed more than 20 percent last year, state media reported Sunday, showing continued robust growth in the world's second-largest auto market.

Production totaled 8.88 million vehicles in 2007, up 22.02 percent from the year before, the official Xinhua News Agency reported, citing the China Association of Automobile Manufacturers. Sales rose 21.84 percent to 8.79 million units, the report said.

Passenger sedans, not including sport utility vehicles and minivans, accounted for 53.76 percent of total sales, the report said.

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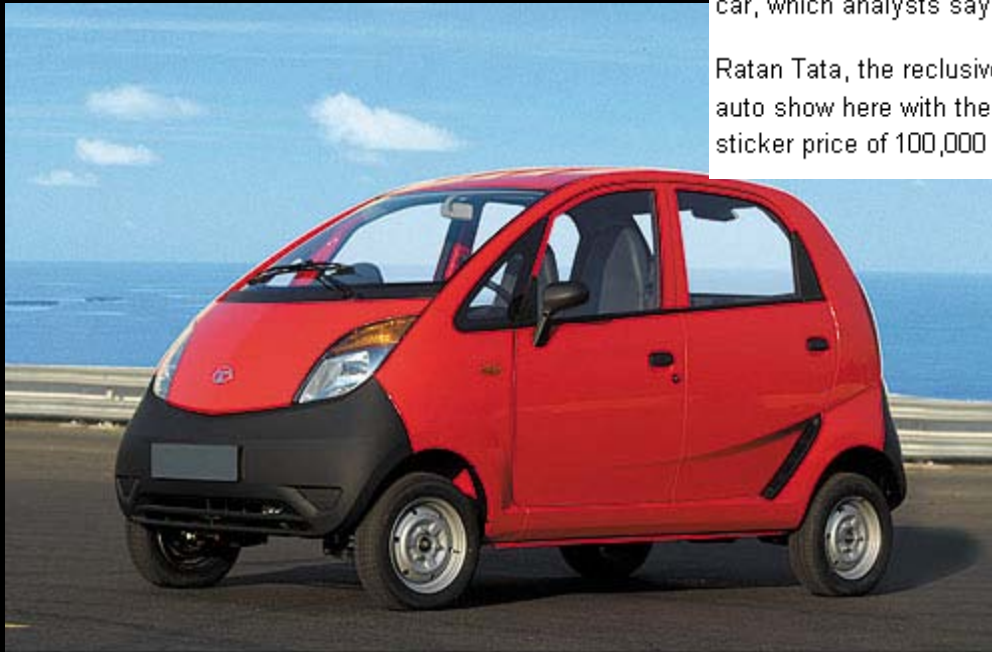
A worldwide crisis?

India's Tata group to launch world's cheapest car

Jan 9, 2008

NEW DELHI (AFP) — India's giant Tata Group will this Thursday unveil the world's cheapest car, which analysts say could revolutionise prices worldwide.

Ratan Tata, the reclusive tycoon who heads the tea-to-steel conglomerate, will kick off an auto show here with the unveiling of the long-awaited "People's Car", which will carry a sticker price of 100,000 rupees or 2,500 dollars.



The Tata Motors People's Car
Standard Version

Food preparations

Soda



Original 8-ounce bottle
97 calories



12 ounce can
145 calories



20-ounce bottle
242 calories

Cheeseburgers



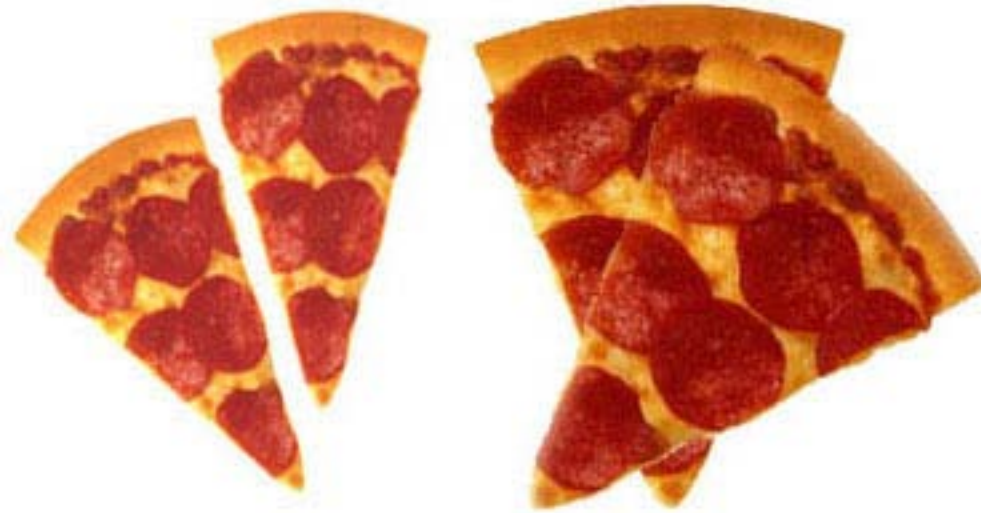
Twenty years ago
333 calories



Today's Burger
590 calories

Food preparations

Two Slices of Pizza



Twenty years ago
500 calories

Today
850 calories

Movie Popcorn



Twenty Years Ago
5 cups
270 calories

Today
Tub
630 calories

Food preparations

Cup of Coffee



Twenty years ago

Coffee with milk and sugar
8 ounces
45 calories



Today

Grande café mocha with whip, 2% milk
16 ounces
330 calories

Bagel



Twenty Years Ago

3-inch diameter
140 calories



Today—Noah's Plain Bagel

5-6-inch diameter
350 calories

What is known about the relationship between environment and behavior?

- From an objective/empirical research perspective, not much is known
- Cross sectional studies have limitations
- Big assumptions are made, e.g.,
 - The environment around the home location affects overall behavior
- Very little empirical and objective information on behavior in time and space

What research challenges exist?

- Measurements are costly
- Measurements take time
- Measurements are difficult
 - Technological limitations
 - Burdensome on participants
- Trusted methods are in development

What can we learn by studying environment and behavior?

- Environment has had an effect on behaviors related to energy balance
- Excess 500 calories / day = 1 pound / week
 - 2 x 20 fl. oz. soda per day
 - 2 hr walking per day
- Any change in behavior can make a difference

How can this knowledge improve lives?

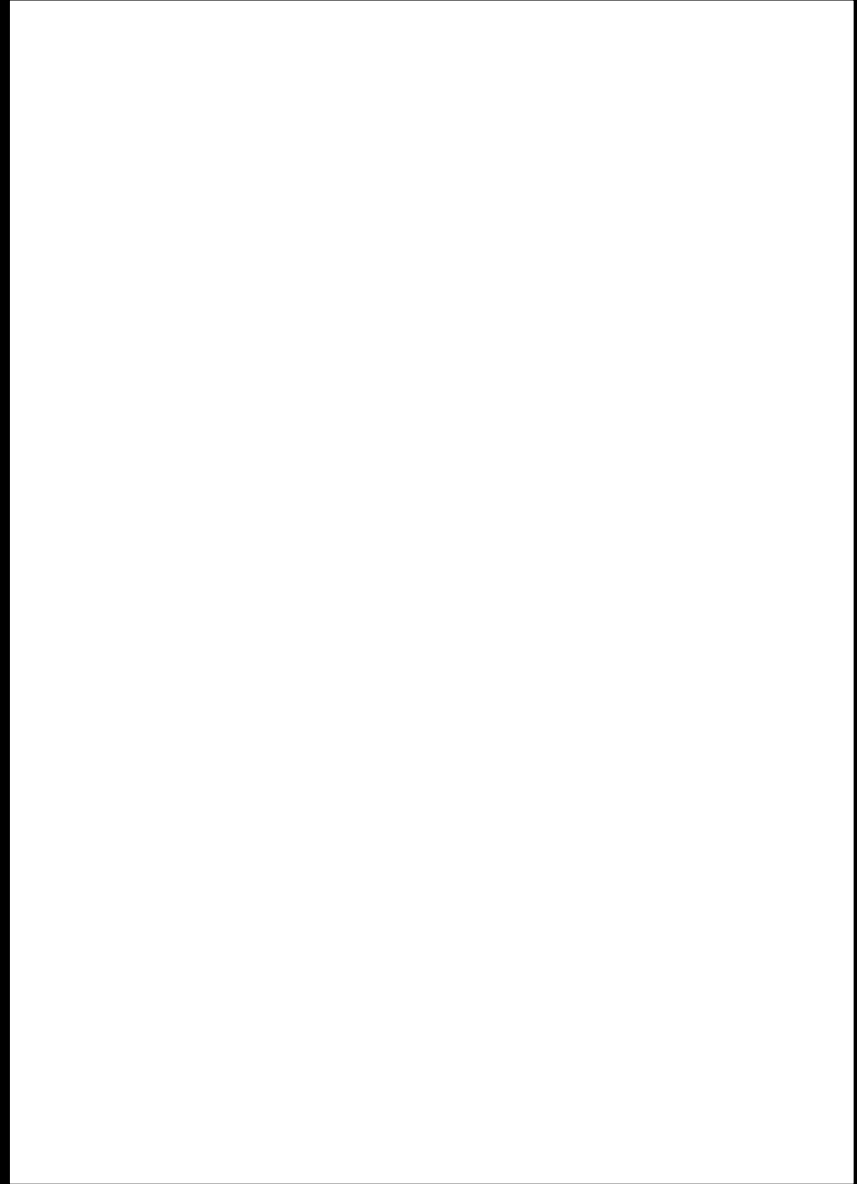
- Even minor environmental changes may have an effect on behavior
- Knowing the relationship between environment and behavior can influence
 - Environmental design
 - Policy (e.g., zoning, business permitting, economic)
 - Focus on those most at risk (e.g., subsidies for healthy foods)

Why do we need additional research?

- Very little detailed information exists
 - What do people do?
 - Where do they go?
 - Where do they shop?
 - What do they eat?
- We are starting to collect and process some of this type of data

A start at getting objective data

- Measured and classified using automated methods



Questions?

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